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PRESS RELEASE

Calabria Summer 2026: a season of authentic experiences amidst the sea, nature, villages and events

Calabria remains one of the most dynamic Italian destinations in the Mediterranean, thanks to the growth in international tourism, improved accessibility and a range of offerings increasingly focused on authentic, sustainable and seasonally flexible experiences. With over 800 kilometres of coastline overlooking the Tyrrhenian and Ionian Seas, three national parks, a regional park, historic villages, archaeological sites from the Magna Graecia period and a culinary heritage of the highest quality, Calabria is heading into the summer of 2026 with an increasingly diverse and competitive range of tourist attractions.

The latest figures from the Ministry of Tourism confirm the growing interest in the destination: in the first half of 2026, Calabria recorded the largest increase in tourist arrivals in Italy (+10.54%) and the highest growth in international visitors (+23.19%), results which demonstrate the region's growing status as one of the Mediterranean's emerging destinations. Another key factor is the ongoing expansion of the regional airport network, with an increase in domestic and international connections: getting to Calabria is now easier than ever. The new routes encourage the arrival of travellers from the main European markets, helping to boost the destination's international profile.

The summer of 2026 will also be brought to life by **Calabria Straordinaria Live**, the comprehensive programme of events promoted by the Calabria Region, which brings together music festivals, shows, cultural events, food and wine festivals, sporting events and initiatives spread across the whole region, offering visitors a calendar of experiences throughout the season. The sea remains the main attraction. There are **27 Blue Flag beaches** that certify the quality of the water, facilities and environmental policies, confirming that Calabria is among the Italian regions with the highest number of such awards. From the Costa degli Dei to the Riviera dei Cedri, from the Costa Viola to the Costa degli Aranci, every stretch of coastline offers different landscapes, unspoilt beaches, fishing villages and destinations that are ideal for relaxation and water sports.

Alongside seaside tourism, there is a growing interest in slow tourism. Walking trails, cycle routes and nature itineraries wind their way through parks, protected areas and small villages, offering authentic experiences in close contact with local communities. The **Calabria Parks Cycle Route**, recognised as one of Italy's best cycle tourism routes, together with the region's numerous walking trails, is one of the symbols of the region's new range of outdoor activities. The Pollino, Sila and Aspromonte National Parks, together with the Serre Regional Park, form a natural heritage of extraordinary value, ideal for trekking,

hiking, rafting, canyoning, birdwatching, horse riding, mountain biking and outdoor activities in every season.

Calabria is also a land of authentic flavours. The journey becomes a quest to discover the region's culinary identity, thanks to PDO and PGI products such as Reggio Calabria Bergamot PDO, Tropea Red Onion (Calabria) PGI, Santa Maria del Cedro Citron PDO, Calabrian Liquorice PDO, Caciocavallo Silano PDO and Calabrian cured meats PDO, right through to the region's great wines such as Cirò DOCG and the numerous indigenous appellations. The summer season is enriched by events of national and international appeal dedicated to music, culture, folk traditions, archaeology, sport and food and wine, spread throughout the region and showcasing both the coastal destinations and the inland areas. Calabria thus invites travellers to enjoy a different kind of Mediterranean experience: an authentic destination where the sea, mountains, nature, culture, traditions and hospitality come together in a unique balance, offering experiences to be enjoyed all year round.